

Influence of advertising media attributes on preference for media while buying of consumer durables: An empirical study

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Abstract

Advertisement over a period has changed a lot with the rise of new media. Internet has caused a great revolution in the way advertisement is carried out. Over and above this now the marketer is exposed to different medium of advertisement. The present research tries to identify certain attributes for different advertising media and tries to test the superiority of a particular medium for a specific attribute over the other medium. It is found that each medium is preferred for its unique attribute. The research can be a guiding tool for marketers/advertisers to use a particular media to leverage the benefits of advertising media attributes for the marketing/advertising of consumer durables.

Keywords: advertisement, media, consumer

Introduction and Literature Review

The below mentioned figure clearly depicts that the advertising stands to be one of the vital communication mix element where organization has a high degree of control. This makes organization to concentrate more on advertising so that the money spent on advertising is not wasted and achieves the

objective for which they were meant. The advertising is define thus as - "Advertising is paid communication that uses non personal mass media- as well as other forms of interactive communication- to reach broad audiences to connect an identified sponsor with a target audience." [1]

Table 1: High and Low Control Messages.

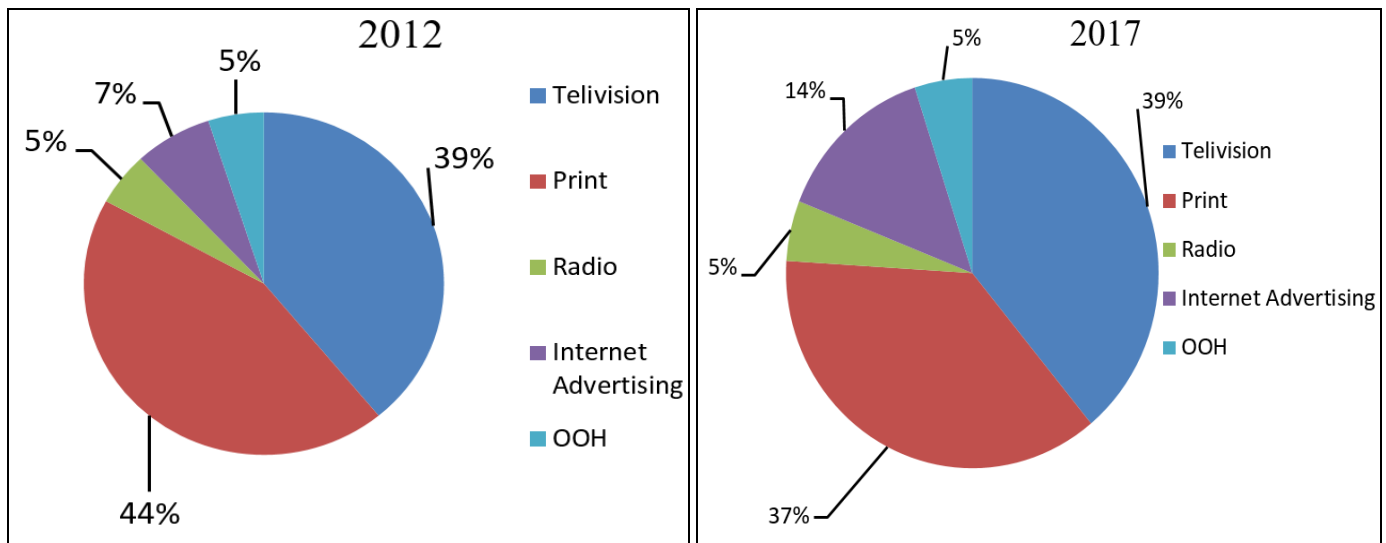
High control messages		Low-control messages
Advertising, Sales promotion,	Publicity, PR	Employee behavior,
Direct marketing,	Crisis Mgt.	consumer word of mouth
Special events		etc.

Source: D'Souza and Shah, pn-13 [2]

The wider role of the advertising cannot be neglected. Advertising has multiple roles in that it is not only used by firms to create awareness among customers for their products and services, but also as a tool to build a strong image for brands by dramatizing and presenting their products and services in such a way as to attract customers' attention [3]. Advertising should not be neglected since, unlike promotions, it both raises sales in the short term and builds brands in the long term [4]. A marketer or an advertiser who is desirous of bringing about any kind of awareness amongst the consumers or target audiences has to first of all focus on the media option available at his disposal. Further a marketer or an advertiser makes analysis regarding the medium that is affordable and feasible to use. Effective advertising is possible only if

suitable media are available [5]. Thus studying and scrutinizing different media becomes inevitable for a marketer or an advertiser.

Advertising effectiveness depends on good media selection. Media decisions are typically based upon consummatory, or usage. Though perceived usefulness (instrumental media behaviour) is generally not a consideration, consumers' perceptions of media types as useful have definite implications for advertising and promotional decisions [6]. Any discussion about the role of new media in consumer decisions is clearly complex. There is no one form of advertising or consumer communications. Media planners in advertising have long recognized that different media have various strengths and weaknesses and are good for different objectives [7].



Source: India Entertainment and Media Outlook 2013 ^[8]

Fig 1: Constituents of advertising revenue in 2012 and 2017.

As of today print hold the highest share in total advertising revenues. The projections reveal that print will be moving to second position from the previous first position (refer the below mentioned figure). The share is reduced because of the rising share of internet. Still the share of print media holds to be very huge after television. This clearly indicates the marketers will be still focusing on the print media for their strategic ends.

Number of researches has revealed dramatic events taking place in India. Firstly that the global print industry is moving towards digitization and that there is negative growth taking place when it comes to newspaper publishing. In India the digitization is fairly good. Almost all the newspaper publishing company has digitized their newspapers but when it comes to acceptance it is fairly low amongst Indian readers. Hard copy continues to hold a higher degree of preference over digitization in India. In such situation it becomes important to bring to knowledge that which media is preferred the most and too for which media attributes so that the business managers and or marketers can device media strategy accordingly.

Advertising Media Attributes

Clarity of message

The message delivered must be clear. Unless the message is clear, it will fail in its actual purpose of the message itself. Thus any media that is used must be such that the message remains very clear.

Capacity to depict the product

Various media of advertisements differ in their capacity to depict the product as it is. The marketer has to understand this attribute present amongst various medium. The marketer has to focus on the target audiences' media exposure and has to present the product as it is.

Display of maximum information

Each media is used with motto of displaying information. Definitely certain medium have become obsolete in the light of information technology revolution, such as radio. Which medium will be used depends on the media habits of the

targeted market and their readiness to explore the medium for their need for information. The results obtained suggest that besides refreshment, information like product attributes and educative information may also influence the consumers' purchase and repurchase decisions ^[9].

Ease of describing

Each medium has a unique capacity to help the audience remember and describe what they have seen and felt.

Deliberate repetition is possible

Can the viewer see the advertisement again if he desires to do so. Print especially newspaper advertising provides enough convenience to masses. In the same way internet advertising stands to gain in this area too.

Carries maximum promotional offers

Any medium can be used by a marketer to inform about promotional offers. Each medium has its own uniqueness in terms of describing and narrating about the promotional offers.

Can know the place of availability

In many cases the advertised product may not be available in the nearest outlet. Print media especially the newspaper and internet to a greater extent stands superior in terms of informing about the place of availability of the product.

Provides comparative advertising

Comparative advertising, a variant of persuasive advertising, could be useful in this regard as it seeks to establish the superiority of one brand through specific comparison with one or more other brands in their product class ^[10]. A marketer can use almost all the media for carrying out comparative advertisement. But certain media really help in carrying out comparative advertising the way it has to be carried out.

Provides referential evidence

It is a very specific attribute, not common with most of the media. The targeted audience may desire to preserve an advertisement, or an address or product image in the advertisement for future reference. Internet and print media

can provide an opportunity for referential evidence.

Research Methodology

Scope of the study

The primary focus of the research was to know the influence of advertising media attributes on preference for media during the buying of consumer durables. For the same data was collected from the nine districts of Gujarat State.

Objective of the study

The objective of the study is to measure the influence of advertising media attributes on preference for media during the buying of consumer durables.

Secondary data

Secondary data was acquired from various books, journals, magazines and specific websites

Primary data

For collecting primary data non-disguised structured questionnaire was drafted. The questions were framed in the light of objectives to be achieved. The questionnaire so prepared was subjected to inquiry with the respondents.

Sample unit

Sample unit was the respondents who have purchased a consumer durable recently. (not more than one year.)

Sample size

In the present research the survey was carried out from 900 people. From each major selected city 100 respondents were selected leading to a total of 900 respondents. Out of this 5 responses were found to be non useable hence were scraped, leading finally the size of sample to 895 respondents.

Sampling procedure

In the same way to study media in general and print media in

particular convenience sampling method was used. As primary focus was on measuring the influence of print media while buying of consumer durables it allowed enough freedom to the researcher to select any respondents who has purchased consumer durables in last one year.

Instrument for data collection

The study was carried out with the help of undisguised and structured questionnaire.

Data Analysis

Data was analyzed with the help of rank analysis using weighted average mean. For the same the different advertising media were placed as against the advertising media attributes. The respondents were asked to rank for each adverting media (internet, newspaper, television, radio and out-door) from 1st to 5th. The weights were assigned to each rank. Rank 1st was assigned with weight of 5. Rank 2nd was assigned with the weight of 4 and so forth. The number of respondents ranking 1st were multiplied with weights of 5 and was divided by 895 (the total number of respondents).

Data Analysis and Interpretation

The different attributes of the media that are identified and short listed are put to test. The main purpose here is to know which medium is preferred the most or acknowledged the most for a given attribute. For the same, the attributes are listed out and against them various medium are placed. The respondents were requested to rank them from first to fifth. First indicates that this medium stood first in terms of preference for this attribute from amongst the various media. The least preferred medium is ranked as fifth or last. This is repeated for all attributes to identify which medium is ranked first or last as the case may be for each attributes.

Table 2: Media attributes and preference for media

Sr.	Attributes	Types of media				
		TV	NP	Internet	Radio	Others
1	Clarity of message.	TV	NP	Internet	Radio	Others
	W.A.M	3.94	4.15	3.91	1.62	1.38
	Rank	2	1	3	4	5
2	Capacity to depict the product as it is.	TV	NP	Internet	Radio	Others
	W.A.M	4.12	4.05	3.83	1.36	1.64
	Rank	1	2	3	5	4
3	Displays maximum information.	TV	NP	Internet	Radio	Others
	W.A.M	3.8	4.05	4.15	1.35	1.65
	Rank	3	2	1	4	5
4	Provides ease of describing.	TV	NP	Internet	Radio	Others
	W.A.M	4.01	4.2	3.79	1.61	1.39
	Rank	2	1	3	4	5
5	Deliberate repetition is possible.	TV	NP	Internet	Radio	Others
	W.A.M	3.81	4.26	3.93	1.34	1.66
	Rank	3	1	2	5	4
6	Carries maximum promotional offers.	TV	NP	Internet	Radio	Others
	W.A.M	3.77	4.07	4.15	1.32	1.68
	Rank	3	2	1	5	4

7	Can know the place of availability.	TV	NP	Internet	Radio	Others
	W.A.M	3.86	4.23	3.91	1.34	1.66
	Rank	3	1	2	4	5
8	Provides comparative advertising.	TV	NP	Internet	Radio	Others
	W.A.M	3.93	3.99	4.06	1.4	1.61
	Rank	3	2	1	4	5
9	Provides referential evidence.	TV	NP	Internet	Radio	Others
	W.A.M	3.91	4.27	3.82	1.41	1.59
	Rank	2	1	3	5	4

Source: Primary data collected for the study

An effort is made here to identify and enlist the attributes present in various media. Then an inquiry was carried out to know which media is preferred the most for a given attribute.

As such all the attributes apply to all the media with a variation of degree for each media.

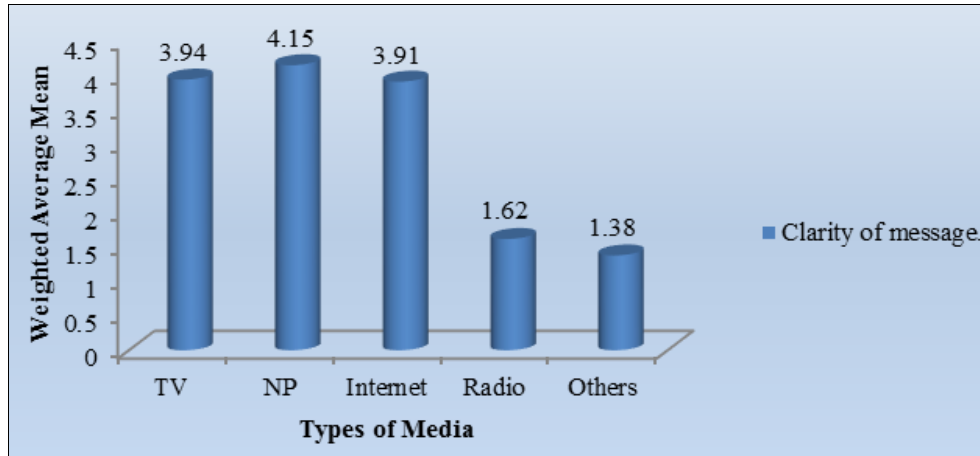


Fig 2: Clarity of message

For 'Clarity of message' it is found the newspaper (print) holds the highest ranking as the weighted average mean was 4.15 followed by TV – 3.94, Internet – 3.91, Radio - 1.62 and

Others – 1.38. TV and Internet had a very negligible difference.

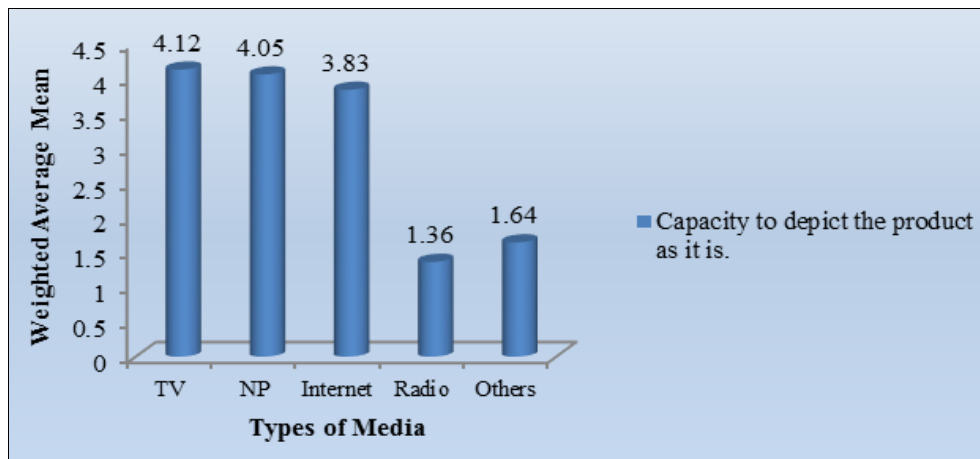


Fig 3: Capacity to depict the product as it is

In case of 'Capacity to depict the product as it is' TV is ranked highest as the weighted average mean is 4.12 followed by

Newspaper – 4.05, Internet – 3.83, Others – 1.64 and Radio – 1.36.

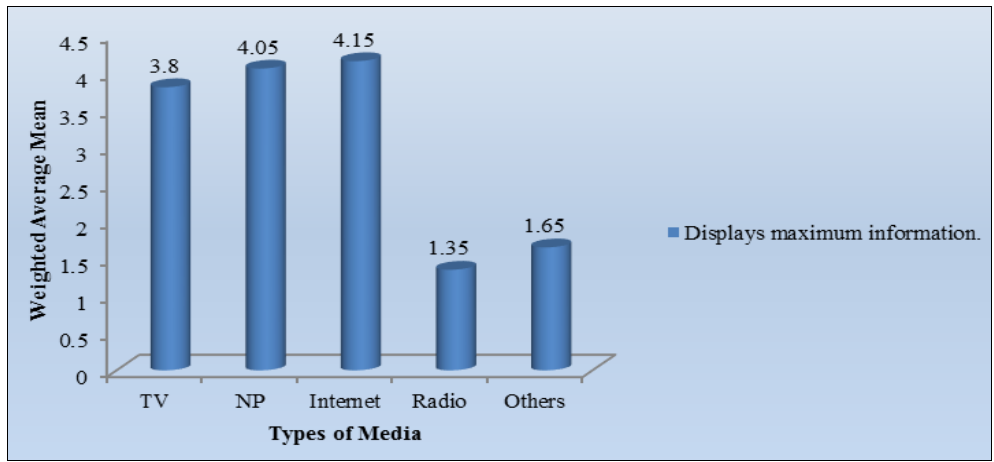


Fig 4: Displays maximum information

In case of 'Displays maximum information' Internet is ranked the highest as the weighted average mean is 4.15 and

Newspaper stands next with weighted average score of 4.05 followed by TV – 3.8, Others – 1.65 and Radio – 1.35.

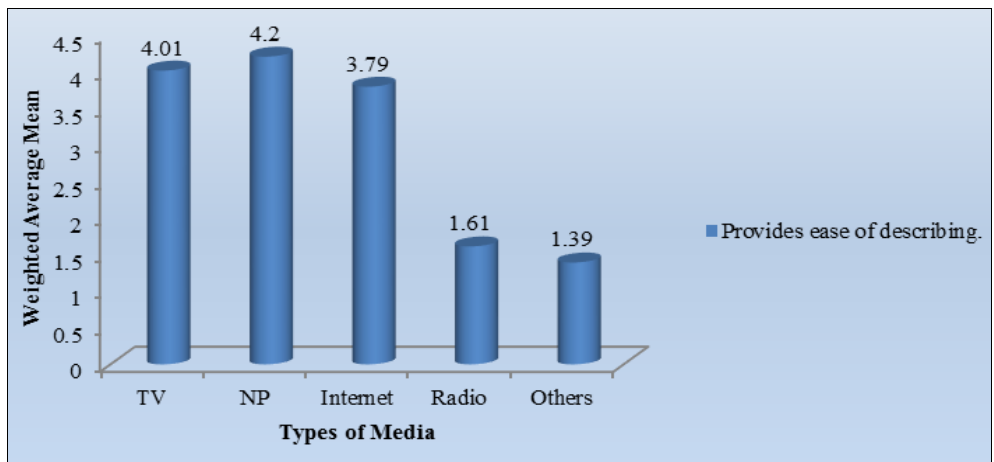


Fig 5: Provides ease to describing

The attribute 'Provides ease of describing' Newspaper is ranked highest with weighted average mean of 4.2

followed by TV – 4.01, Internet – 3.79, Radio – 1.61 and Others – 1.39.

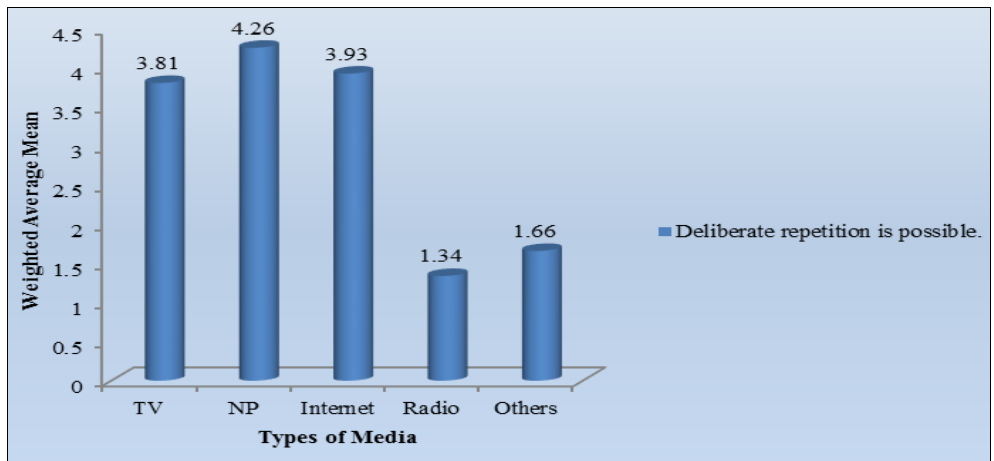


Fig 6: Deliberate repetition is possible

For the attribute 'Deliberate repetition is possible' Newspaper is found to be ranked highest with weighted average mean

score of 4.26 next comes Internet – 3.93 and followed by TV – 3.81, Others – 1.66 and Radio – 1.34.

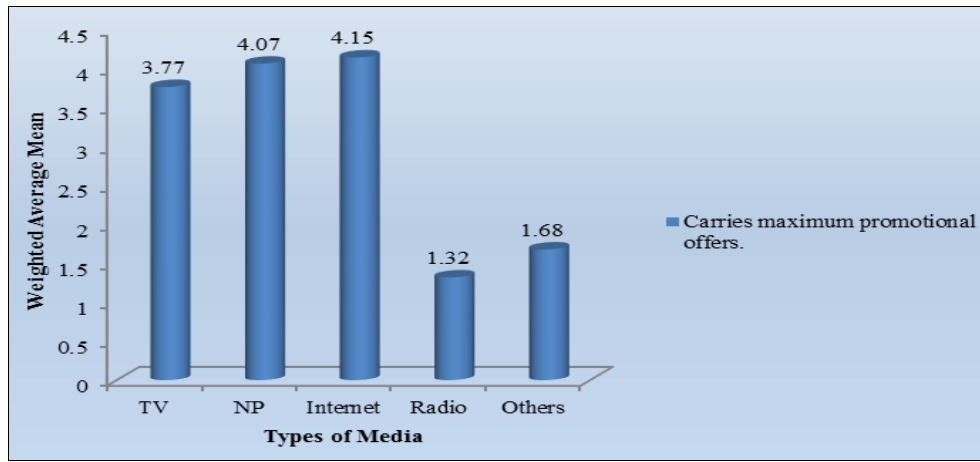


Fig 7: Carries maximum promotional offers

For the attribute ‘Carries maximum promotional offers’ Internet is ranked highest with weighted average mean of 4.15 next is Newspaper – 4.07 followed by TV – 3.77, Others – 1.68 and Radio – 1.32.

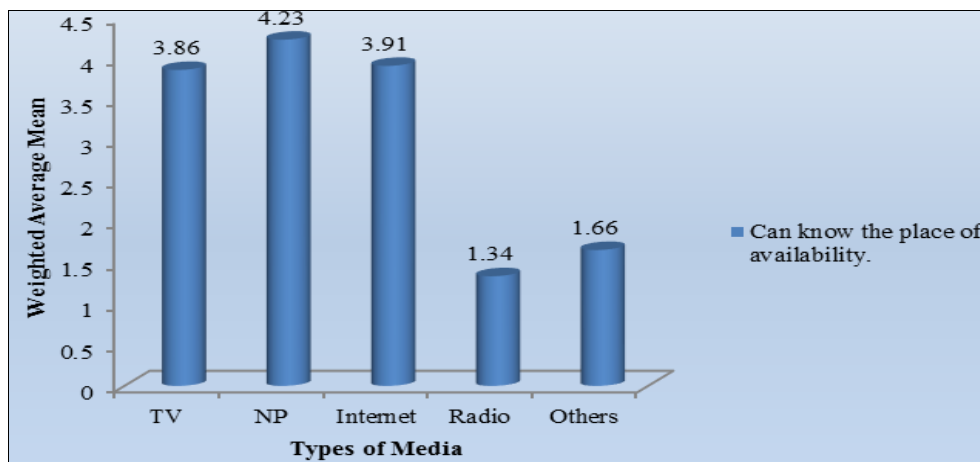


Fig 8: Can know the place of availability

The attribute ‘Can know the place of availability’ Newspaper stood highest with weighted average mean of 4.23 followed by Internet – 3.91 TV – 3.86, Others – 1.66 and Radio – 1.34.

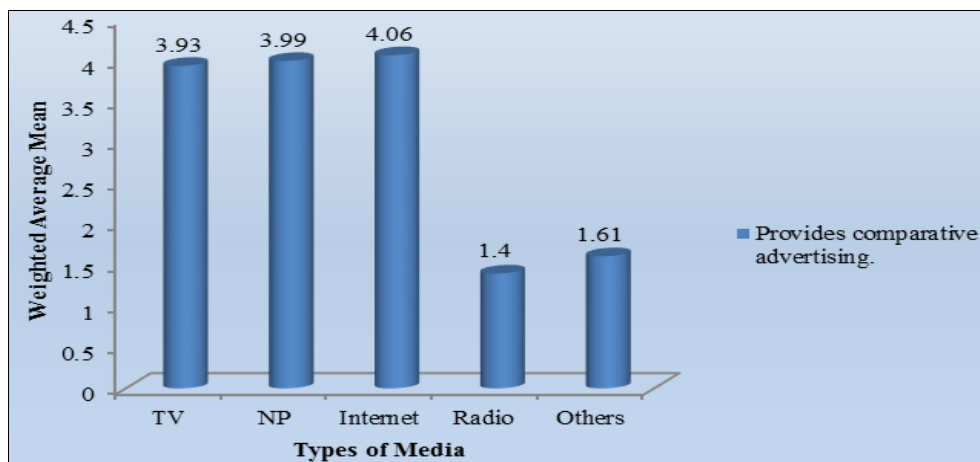


Fig 9: Provides comparative advertising.

In case of the attribute ‘Provides comparative advertising’ Internet was ranked the highest with weighted average mean score of 4.06 followed by Newspaper – 3.99, Television – 3.93, Others – 1.61 and Radio – 1.4.

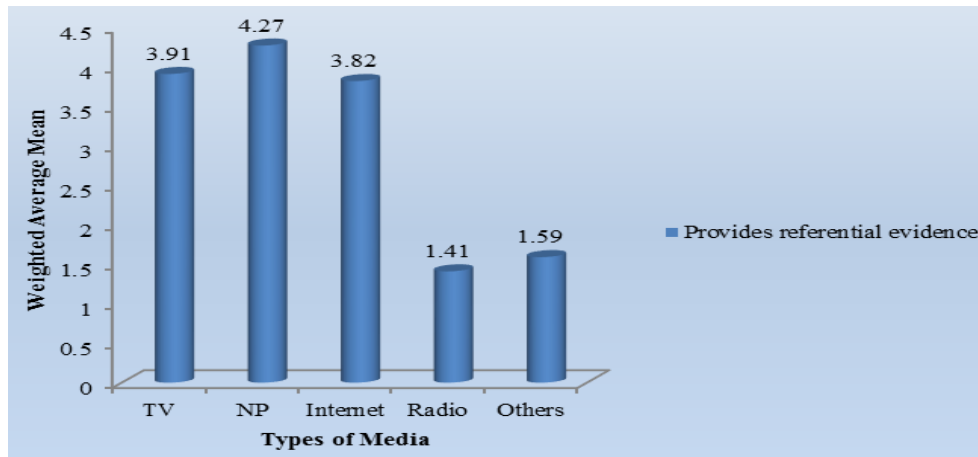


Fig 10: Provides referential evidence

In case of the attribute 'Provides referential evidence' Newspaper was ranked the highest with weighted average mean of 4.27 followed by TV – 3.91, Internet – 3.82, Others – 1.59 and Radio – 1.41.

Findings and Recommendations

i) Findings from media perspective

- Print media is ranked highest for the following attributes:
 - Clarity of message
 - Provides ease of describing
 - Deliberate repetition is possible
 - Can know the place of availability
 - Provides referential evidence
- Internet is ranked highest for the following attributes:
 - Display of maximum information
 - Carries maximum promotional offers and
 - Provides comparative advertising,
- Television is ranked highest for the following attributes:
 - Capacity to depict the product as it is

ii) Findings from individual attributes' perspective

- Clarity of message
 - For clarity of message Newspaper is ranked highest or first. The reason attributable can be the details furnished in Newspaper advertisement, is much more in comparison to television advertisement.
- Capacity to depict the product as it is
 - Television is ranked highest because naturally the video presentation of product and related features is only possible in case of television and not in newspaper. People visiting internet to watch an advertisement usually remains low.
- Display of maximum information
 - Internet stood first in the ranking. This is because of medium's huge media space and capacity of medium to contract the space and enlarge the space. When a viewer clicks for specifications on the product he desires to purchase, complete detail information for each feature is displayed otherwise a summary is presented. Not only this if he desire to see the video he can go to particular URL or website and observe and check the product video. Internet is followed by Newspaper because of its capacity to detail the features and specification in the print.
- Provides ease of describing
 - Newspaper stands first and television stands second

because of its immediate visibility of the product.

- Deliberate repetition is possible
 - Newspaper stands first as the viewer or reader of an advertisement can read and reread for the better understanding immediately. This is followed by internet.
- Carries maximum promotional offers
 - Naturally internet stood first as the offers prepared and modified on day to day basis. But Newspaper stood second because the readership has increased over past few years. For immediately reaching the targeted audience local newspaper is the best option exercised by the marketer. A common example that can be cited is that of Sales India. Almost every festive season there is a full page advertisement consisting of different promotional offers
- Can know the place of availability
 - Print is ranked highest as mostly the toll free number or the details of the distributors and their contact details are provided. The same can be found with internet as well but the concerned individual has to visit the website or has to take necessary steps to search for the same.
- Provides comparative advertising
 - On internet the different websites provide large number of comparisons and that too direct comparisons. Newspaper stands next as the comparison is not the frequent phenomenon.
- Provides referential evidence
 - From print and internet referential evidences can be had. Here print stood first because of the respondents much exposure to print and the cost is also negligible in comparison to internet.

Managerial Recommendations

The launching of new consumer durable especially the consumer durable consisting of high end technology needs that the message reach the targeted audience very clearly and marketer want to inform regarding where the product would be available. Managers can device various strategies depending upon the scope and area of its operation informing, persuading and reminding its targeted customers. For example internet is a good tool for promotional offer when product, especially consume durable that is launched in state or nationwide. But newspaper or the print media will be suitable when promotional offer is from a local producer or when promotional offer is form local distributor (of a product which is sold nationwide).

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